## **ORDER**

Order / Rev: 37564

Alt Order #: 08879010

Product Desc: ISSUE

Estimate: 618

Flight Dates: 10/23/12 - 10/29/12

Original Date / Rev: 10/18/12 / 10/18/12

Order Type: GENERAL



KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name:

Mentzer Media Services

Buying Contact:

Billing Contact:

600 Fairmont Avenue

Towson, MD 21286

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast EOM/EOC

Advertiser

Name:

Restore Our Future

AGY, POL, ISS

Demographic: A35+

Product Codes: PO4

Priority: LV1

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount		
10/01/12	10/28/12	53	\$205.850.0		

 10/01/12
 10/28/12
 53
 \$205,850.00
 \$174,972.50

 10/29/12
 10/29/12
 6
 \$10,950.00
 \$9,307.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$205,850.00	\$174,972.50	0.00
November 2012	6	\$10,950.00	\$9,307.50	0.00
Totals	59	\$216,800.00	\$184,280.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Net Amount

Order Share	Share	Total
KLAS	40%	\$216,800.00
Market	100%	\$542,000.00

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	15%	\$81,300.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	11%	\$59,620.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
	1	8	10/23/12	10/26/12	8 News Now 6a N	л-F СМ	6-7a	-TWTF	:30 5	\$1,200.00LV1	0.00 NM	5	\$6,000.00
					8 News Now 6a N	<b>∕</b> I-F							
	1	EYEWT	NEWS M	ORN									
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	We	eek: 10/	22/12	10/28/12	-TWTF	5	\$1,200.00	0.00					
_	2	8	10/23/12	10/26/12		CM	5-630p	-TWTF	:30 8	\$1,700.00LV2	0.00 NM	8	\$13,600.00

Print Date: 10/18/12 15:30:30 Page 2 of 3

**KLAS** 

Order / Rev:

37564

Advertiser:

Restore Our Future

Alt Order #: Flight Dates: 08879010

**Product Desc:** 

ISSUE

10/23/12 - 10/29/12

Estimate:

618

End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start 8 News Now 5-630p M-8 News Now 5-630p M-F **EYEWT NEWS AT 5** Spots/Week Rate Rating **Start Date End Date** Weekdays -TWTF--Week: 10/22/12 10/28/12 8 \$1,700.00 0.00 7-8p -TWTF--:30 1 \$3,000,00LV1 0.00 NM \$3,000.00 3 10/23/12 10/26/12 7-8p Rotator CM 7-8p Rotator ET/INSIDER Spots/Week Rating Rate **Start Date End Date Weekdays** -TWTF--\$3,000.00 0.00 10/28/12 Week: 10/22/12 0.00 NM 10/23/12 10/26/12 8 News Now 11p M-F 11-1135p -TWTF--:30 4 \$2,500.00LV1 \$10,000.00 CM 8 News Now 11p M-F **EYEWT NEWS AT 11** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 -TWTF--4 \$2,500.00 0.00 Week: 10/22/12 -TWTF--:30 \$950.00LV2 0.00 NM \$3,800.00 10/23/12 10/26/12 Letterman CM 1135p-1237a Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date** Weekdays Rate -TWTF--10/28/12 \$950.00 0.00 Week: 10/22/12 10-11p --W----:30 1\$15,000.00LV1 0.00 NM \$15,000.00 6 8 10/24/12 10/24/12 Wed 10-11p CM CSI CSI **Start Date End Date** Weekdays Spots/Week Rate Rating --W----1\$15,000.00 0.00 Week: 10/22/12 10/28/12 10/25/12 10/25/12 9-10p :30 1\$20,000.00LV1 0.00 NM \$20,000.00 Thu 9-10p CM ---T---Person Of Interest PERSON OF INTEREST Spots/Week Start Date **End Date** Weekdays Rate Rating 1\$20,000.00 0.00 10/28/12 ---T---Week: 10/22/12 :30 \$600.00LV2 0.00 NM \$1,200.00 8 8 10/27/12 10/27/12 Sat 7-8p - ET Wknd CM 7-8p ----5-**Ent Tonight Weekend** ET WKND 1X NA Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$600.00 0.00 10/27/12 10/28/12 8 News Now 11p Sa/SuCM 11-1135P ----ss :30 2 \$1,100.00LV2 0.00 NM 2 \$2,200.00 8 News Now Sa/Su 11p **EYEWT NEWS SA Start Date End Date** Weekdays Spots/Week Rate Rating ----SS 0.00 Week: 10/22/12 10/28/12 \$1,100.00 8 10/28/12 10/28/12 8 News Now Sun AM #1CM 8 News Now Sun A----S :30 \$700.00LV1 0.00 NM \$2,100.00 10 8 News Now Sun AM #1 8 NEWS NOW Start Date **End Date** Weekdays Spots/Week Rating Rate 0.00 Week: 10/22/12 10/28/12 \$700.00 10/28/12 10/28/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 2 \$2,500.00LV1 0.00 NM \$5,000.00 11 8 **CBS News Sunday Morning CBS SUN MORN** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/22/12 10/28/12 ----S 2 \$2,500.00 ----5 Sun 9-10p 10/28/12 10/28/12 :30 1\$10,000.00LV1 0.00 NM \$10,000.00 12 8 CM 9-10p The Good Wife **GOOD WFIE Start Date End Date** Weekdays Spots/Week Rate Rating 10/28/12 -----1\$10,000.00 0.00 Week: 10/22/12 10/29/12 10/29/12 8 News Now 6a M-F CM 6-7a M----:30 1 \$1,200,00LV1 0.00 NM \$1,200.00 13 8 8 News Now 6a M-F EYEWT NEWS MORN Spots/Week Rating Start Date Rate **End Date Weekdays** Week: 10/29/12 11/04/12 \$1,200.00 0.00 CM M----2 \$1,700.00LV2 0.00 NM 2 10/29/12 10/29/12 5-630p :30 \$3,400.00 8

Print Date: 10/18/12 15:30:31 Page 3 of 3

Order / Rev:

37564

Advertiser:

Restore Our Future

Alt Order #:

08879010

Product Desc:

ISSUE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

618

KLAS

Ln Ch	n Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots Rate Pri	Rtg Type	Spots	Amount
			8 News Now 5-630p 8 News Now 5-630p				·				
EYE	WT NEWS	AT 5	6 News Now 3-030	) IVI+F						•	
Mook	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> <u>S</u> M	pots/Week	<u>Rate</u> \$1,700.00	Rating 0.00					
15 8		2 10/29/12		CM	7-8p	M	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
ET/	INSIDER		7-8p Rotator								
	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> <u>S</u>	pots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
16	3 10/29/1	2 10/29/12	8 News Now 11p M- 8 News Now 11p M		11-1135p	M	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
EYE	EWT NEWS	AT 11	O NONO NON TIP III	•							
	Start Date	End Date		pots/Week	Rate	Rating					
	10/29/12	11/04/12 2 10/24/12	M Wed 9-10p	CM	\$2,500.00 9-10p	0.00	:30	1 \$22,450.00 LV1	0.00 NM	1	\$22,450.00
.,		2 10/24/12	Criminal Minds		•	w	.30	1 \$22,430.00EV1	0.00 14141	'	φ22, <del>4</del> 30.00
CN	IINDS Start Date	End Data		MG ADDED	Rate	Rating					
Week	10/22/12	End Date 10/28/12	Weekdays S		\$22,450.00	0.00					
		2 10/28/12	Sun 7-8p	СМ	7-8p	S	:30	1 \$24,000.00 LV1	0.00 NM	1	\$24,000.00
			60 Minutes	MO 400	<b></b>						
60 1	VINUTES Start Date	End Date	Weekdays S	MG ADD pots/Week	Rate	Rating					
Week	: 10/22/12	10/28/12	S		\$24,000.00	0.00					
		2 10/26/12	8 News Now 6a M-F 8 News Now 6a M-I	: CM	6-7a	-TWTF	:30	2 \$3,000.00LV1	0.00 NM	2	\$6,000.00
Week	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> <u>S</u> -TWTF	pots/Week 2	<u>Rate</u> \$3,000.00	Rating 0.00			:		
			8 News Now 5-630p 8 News Now 5-630p	M-FCM	5-630p	-TWTF	:30	4 \$3,000.00LV1	0.00 NM	4	\$12,000.00
Week	Start Date 10/22/12	End Date 10/28/12	•	pots/Week	<u>Rate</u> \$3,000.00	Rating 0.00					
			8 News Now 11p M- 8 News Now 11p M	F CM	11-1135p	-TWTF	:30	1 \$5,000.00LV1	0.00 NM	1	\$5,000.00
Week	Start Date 10/22/12	End Date 10/28/12	•	pots/Week	<u>Rate</u> \$5,000.00	Rating 0.00					
N22		2 10/27/12	Sat Prime Special KLAS Movie: Bobby	CM	8-10p	S-	:30	3\$10,000.00LV1	0.00 NM	3	\$30,000.00
Week	Start Date 10/22/12	End Date 10/28/12		pots/Week	<u>Rate</u> \$10,000.00	Rating 0.00					
			8 News Now 11p S		11-1135P	SS	:30	2 \$2,500.00LV1	0.00 NM	2	\$5,000.00
			8 News Now Sa/Su	•							
Wook	Start Date : 10/22/12	End Date 10/28/12	Weekdays S	pots/Week	<u>Rate</u> \$2,500.00	Rating 0.00					
			8 News Now Sun Ai 8 News Now Sun A	W #CM		Sun AS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
Week	Start Date : 10/22/12	End Date 10/28/12		pots/Week	<u>Rate</u> \$1,500.00	Rating 0.00					
		2 10/29/12	Live w/Kelly Live w/Kelly	СМ	9-10a	M	:30	1 \$850.00LV1	0.00 NM	1	\$850.00
Week	Start Date : 10/29/12	End Date 11/04/12		pots/Week 1	<u>Rate</u> \$850.00	Rating 0.00					
			Live w/Kelly Live w/Kelly	СМ	9-10a	-TWTF	:30	4 \$2,000.00LV1	0.00 NM	4	\$8,000.00
Week	Start Date : 10/22/12	End Date 10/28/12	•	pots/Week 4	<u>Rate</u> \$2,000.00	Rating 0.00					
									Totals	59	\$216,800.00